

Alexander Gerrese

EDUCATION

Majoring in **Computer Science**
with a certificate in **Innovation & Entrepreneurship**

Duke University

Durham, NC

Highland Park High School

Dallas, TX

Lycée International

St-Germain-En-Laye, France

Dulwich College Shanghai

Shanghai, China

SKILLS

Design & Prototyping

Advanced in Sketch, Framer, InVision, After Effects, Photoshop, and Illustrator. Have a great eye for minimalistic, clean and sleek design.


Technical

Advanced in Swift, Java and Python, experienced in Javascript, C, C++, C#, React Native, MySQL, and PHP, learning HTML and CSS.

Language

Native in English, nearly native in French, and proficient in Mandarin.

CONTACT

 (214) 934-3321

 alexgerrese.com

 alexgerrese

LEADERSHIP & WORK EXPERIENCE



GM Cruise

Product Design Intern

Summer '18

- Designed and prototyped Favorite Trips, a feature which bundles preferences for a user's most frequent trips (e.g. pickup/dropoff location, HVAC settings, media preferences, etc.) and facilitates personalized one-tap ride experiences; shipped
- Designed rideshare app's onboarding flow and in-app messaging feed to optimize user conversion; shipping soon
- Collaborated with our world-class design team to establish a Cruise design system; owner of motion and fluid principles



Uber

Innovation Eng. Contractor | Intern

Summer '17—Spring '18

- Project lead, designer and developer of a React Native app for a new component in the UberEATS process called Runners; launched in Mexico City, San Francisco beta coming soon
- Designed a 3D 2.0 concept of an Uber support kiosk that was pitched to Uber's CTO and received funding
- Designed UberEATS tablet concept for restaurants to deliver unsold food items to nearby food kitchens



Campus Enterprises

CEO | Formerly COO, CMO

Spring '16—Fall '18

- Managed executive team and increased profits YoY by 30% by optimizing existing workflows, launching marketing campaigns targeting new markets, and focusing on growth
- Implemented OKR-based goal setting and performance tracking process, career development training and new feedback protocols
- Designed & developed an iOS app for the company's highest-grossing service BringIt (online food ordering and delivery)



Sigma Phi Epsilon

VP of Programming

Summer '18—Present

- Fraternity 2nd-in-command; lead plans for social and philanthropic events—organization, marketing, venue reservation and preparation, etc. - and manage 3 social chairs with \$50k+ budget

AWARDS

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| Spring '18 | Melissa & Doug Fellowship - \$5000 and mentorship |
| Fall '17 | HackDuke Consensys Sponsor Prize - \$1000 in ETH |
| Spring '17 | Kleiner Perkins Design Fellow |
| Spring '17 | Goldman Sachs Stock Pitch Competition, 2nd Place |
| Fall '15, '17 | Dean's List |
| Fall '14 | Perfect ACT score award |